

# The Independent Lawyer Social Media Strategy

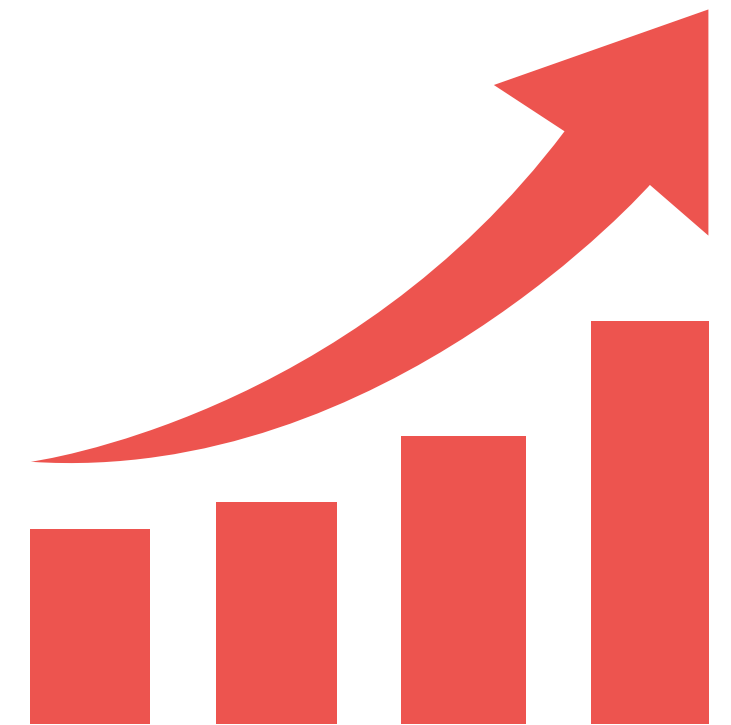
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A Strategy to Improve The Independent Lawyer's Social Media Efforts



## 3 Benefits of Developing a Social Media Strategy

1. **Increased brand visibility:** Significantly boost brand visibility by reaching a larger audience and increasing brand awareness through targeted content and advertising.
2. **Improved customer engagement:** Enables businesses and creators to actively engage with their customers, fostering relationships, and gathering valuable feedback.
3. **Enhanced market insights:** Gather valuable market insights by monitoring conversations, trends, and customer preferences to help you make informed decisions and stay ahead of the competition.



# Social Media Strategy Steps

**Step 1** - Internal Audit

**Step 2** - Identify Target Audience and their Needs

**Step 3** - Set Achievable Goals

**Step 4** - Be Active and Engaging Online

**Step 5** - Sample Content Calendar

**Step 6** - Track Your Results



# Internal Audit

## What is working?

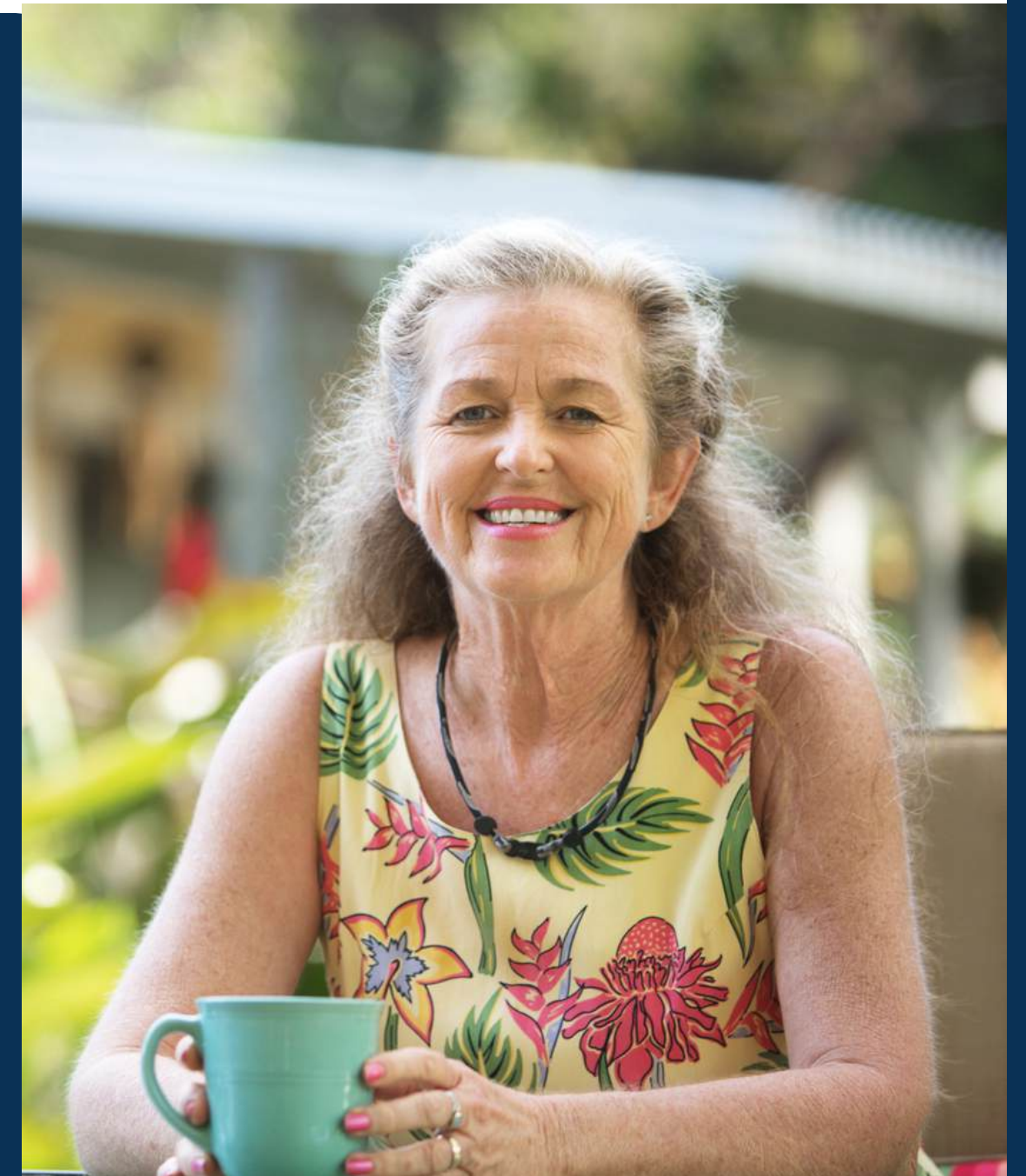
- **High Credibility from Client Feedback** - The excess number of images with various clients shows that your audience trusts you, increasing your credibility.
- **Consistent Posting** - There is a consistent posting schedule, with some months hitting 3 posts per week.
- **Strong Balance of Images and Informative Posts** - There is a good balance of evidence (with clients) and information, both of which add value to the content.
- **Strong Branding** - This is achieved through the use of colours and fonts, making informative posts aesthetically pleasing and easily recognizable.



# Internal Audit

## What needs to improve?

- **Repetitive Content** - Whilst the images and quotes add value, the content is quite repetitive with a selfie and identical quotes, which can make the content feel monotonous. Experimenting with various design styles and formats is highly recommended.
- **Informal Selfies Used for Images** - Whilst the brand is relaxed, selfies make the client images too informal - taking different pictures would mean the pictures can also be posted to LinkedIn.
- **Reels Needed for Increased Engagement** - Creating videos out of the quotes and videos of client meetings would bring the pages to life by being more entertaining, leading to a stronger and more personal connection to your audience.
- **More Consistent and Diverse Content Needed on LinkedIn** - Whilst the content is informative, consistently using various formats/design styles and professional images would increase reach.



## Identify Target Audience and their Needs

### ➤➤ Who is our Ideal Customer?

If we want to build a relationship with our audience, we need to know who they are. In order to identify our ideal audience member, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



Global Nomads the Smiths

Global Nomads the Smiths are a proactive, future-oriented family, keen on exploring new horizons in Panama. They seek reliable, professional, and personalized legal services to navigate the complexities of relocation, residency, and investment. They value engaging, informative content and prefer professionals with strong client credibility and a personal touch. They actively engage in social media and rely on trusted referrals and comprehensive research to make informed decisions about their move and investments in Panama.



# Identify Target Audience and their Needs

## ➤➤ Psychographics



Global Nomads the Smiths

- **Adventurous Spirit:** Love exploring new cultures, places, and opportunities; sees moving to Panama as an exciting new chapter; enjoy activities such as traveling, outdoor adventures, and immersing themselves in local cultures.
- **Future-Oriented:** Value planning and preparing for future contingencies, including residency and tax strategies; frequently discuss and seek out long-term benefits and security for themselves and their families.
- **Value-Driven:** Place high importance on trust, reliability, and personal touch in professional services; value integrity and ethical practices, and are likely to build long-term relationships with service providers.
- **Self-Improvement:** Invest in personal growth and development, constantly seeking ways to improve quality of life and business acumen; attend seminars, read books on self-help and business strategies, and follow thought leaders in relevant fields.

# Identify Target Audience and their Needs

## » Behaviours



Global Nomads the Smiths

- **Engaged Online:** Actively use social media platforms like Facebook, Instagram, LinkedIn, and YouTube for information and networking; participate in online communities related to expat living, investment, and legal advice.
- **Information Seekers:** Regularly researches and stays updated on residency, tax laws, and real estate investment opportunities in Panama; subscribe to newsletters, follows relevant blogs, and read up-to-date articles and reports.
- **Referral Reliant:** Prefer to use services and professionals recommended by trusted friends, online reviews, and client testimonials; often asks for recommendations in online forums and expat groups.
- **Proactive Learners:** Attend webinars, read blogs, and watch videos related to relocation, legal matters, and investment strategies; actively seek out knowledge to make informed decisions and stay prepared for potential challenges.

## Identify Target Audience and their Needs

### ➤➤ When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?

Interactions are any moment a brand engages with an audience member..  
In order to build a strong relationship with our audience, all our interactions need to be **consistent** and **meaningful**.

In order to remain consistent and valuable through our use of social media and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that the target audience will find meaningful.



## Identify Target Audience and their Needs

### ➤➤ What do the Global Nomads the Smiths NEED?



Global Nomads the Smiths

1. **Clear and Practical Legal Guidance:** Need straightforward, reliable, and practical legal advice on residency, property transactions, and tax strategies; appreciate clear communication and step-by-step guidance.
2. **Professional and Credible Representation:** Seek a legal practice that is both approachable and highly professional, with strong client testimonials and feedback; values a reputation for integrity and success.
3. **Engaging and Informative Content:** Require diverse, engaging, and visually appealing content to stay informed and connected with the legal practice; prefer a mix of written content, videos, infographics, and interactive posts.
4. **Personalized Service:** Value a legal practice that offers personalized attention and tailored solutions to meet their unique needs and circumstances; expect prompt responses, customized advice, and a personal connection with their legal advisors.

# Identify Target Audience and their Needs

## ➤➤ Developing Clear Principles Based on Your Audience's Needs



Global Nomads the Smiths

Because Global Nomads the Smiths...	The experiences must be...
Want to experience <b>Clear and Practical Legal Guidance:</b>	<b>Informative and Educational</b>
Want to experience <b>Professional and Credible Representation</b>	<b>Authoritative and Trustworthy</b>
Want to experience <b>Engaging Content</b>	<b>Visually Appealing</b>
Want to experience <b>Personalized Service</b>	<b>Tailored, Attentive, and Focused</b>



# Identify Target Audience and their Needs

**What Activities are the Global Nomads the Smiths likely to be involved in?**

Activities capture the actions and goals of a customer across their end-to-end experience, from their point-of-view.

Understanding their potential activities will ensure Sonya has engaging content for her target customers.



Global Nomads the Smiths

	DREAMING	PLANNING	EXPERIENCING	SHARING
Activities	Get Inspired	Researching and Reading Reviews	Engaging with the community and using TIL services.	Review Experience



# Identify Target Audience and their Needs



**What Features should The Independent Lawyer Include across their Social Media Platforms?**



**Global Nomads the Smiths**

Stages  
Activities  
Interactions

	DREAMING	PLANNING	EXPERIENCING	SHARING
Stages	Get Inspired	Researching and Reading Reviews	Engaging with the community and using TIL services.	Review Experience
Interactions	Consistent High quality informative, picture and video content	Authentic reviews by trusted friends/celebrities/influencers and strong brand positioning	Reposting user-generated content to encourage posting	Repost reviews and provide Rating Options

Experience Principles: **Informative and Educational, Authoritative and Trustworthy, Visually Appealing, Tailored, Attentive, and Focused** >>

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# Set Achievable Objectives

## STEP 3



It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound. SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators.

*Examples:*

- **Grow Instagram Followers:** Grow to 2,000 followers by 31st September, 2024.
- **Increase Instagram Engagement:** Achieve an average of 100 likes on each post within the next 3 months.

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# Be Active and Engaging Online

## STEP 4

- Great Content is **Findable**.
- Great Content is **Shareable**.
- Great Content is **Usable**.
- Great Content is **Memorable**.
- Great Content is **Quotable**.
- Great Content is **Actionable**.
- Great Content is **Readable**.
- Great Content is **Measurable**.



### Instagram Content Strategy

- **Client Testimonials:**

**Format:** Carousel post with a client's photo and a quote/testimonial in the caption.

**Caption:** "Another satisfied client sharing their experience with our personalized legal services. Thank you for trusting us, [Client's Name]!"

- **Legal Tips Series:**

**Format:** IGTV series or Reels.

**Caption:** "Stay informed with our Legal Tips Series! In this episode, we discuss [legal topic]. Swipe to watch or check our IGTV for more!"

- **Behind-the-Scenes:**

**Format:** Instagram Stories or Reels.

**Caption:** "Take a peek behind the scenes at our office! See how we work diligently to provide top-notch legal solutions for our clients."



## Instagram Content Strategy

- **Case Studies:**

**Format:** Carousel post with multiple slides detailing a successful case.

**Caption:** "Dive into one of our recent case studies where we helped [Client] achieve a favorable outcome. Swipe through to learn more!"

- **Legal Q&A Sessions:**

**Format:** Instagram Live or IGTV.

**Caption:** "Join us for a live Q&A session this Friday at 3 PM EST! Ask your legal questions and get expert insights directly from our team."

- **Legal News Updates:**

**Format:** Carousel post or Instagram Stories.

**Caption:** "Stay updated with the latest legal news and updates in Panama and beyond. Swipe for the highlights!"



### Instagram Engagement Strategy

- Interactive Stories and Polls
- User-Generated Content Campaigns
- Live Q&A Sessions
- Legal Tips and Insights
- Contests and Giveaways



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### LinkedIn Content Strategy

- **Legal Thought Leadership Articles:**

**Format:** Long-form articles showcasing legal expertise and insights.

**Caption:** "Dive into the complexities of [legal topic] with our latest thought leadership article. Gain valuable insights from our experienced legal team."

- **Legal Industry News Updates:**

**Format:** Shared news articles or updates relevant to the legal industry.

**Caption:** "Stay informed with the latest developments in the legal world. Read and share our curated news on [legal topic]."

- **Legal Webinars and Workshops:**

**Format:** Event posts promoting legal webinars or workshops.

**Caption:** "Join our upcoming legal webinar on [topic] and gain valuable insights from industry experts. Register now to secure your spot!"



## LinkedIn Content Strategy

- **Professional Networking Posts:**

**Format:** Posts highlighting networking events or collaborations with other professionals.

**Caption:** "Excited to collaborate with [Partner Name] on an upcoming legal event. Join us for valuable networking opportunities and industry insights."

- **Legal Case Studies:**

**Format:** Case study posts showcasing successful legal outcomes.

**Caption:** "Explore how we achieved positive results for our clients in challenging legal cases. Discover our proven track record of success."

- **Legal Compliance Tips:**

**Format:** Tips and guidelines posts on legal compliance for businesses or individuals.

**Caption:** "Ensure legal compliance with our expert tips on [compliance topic]. Stay ahead of legal requirements and protect your interests."

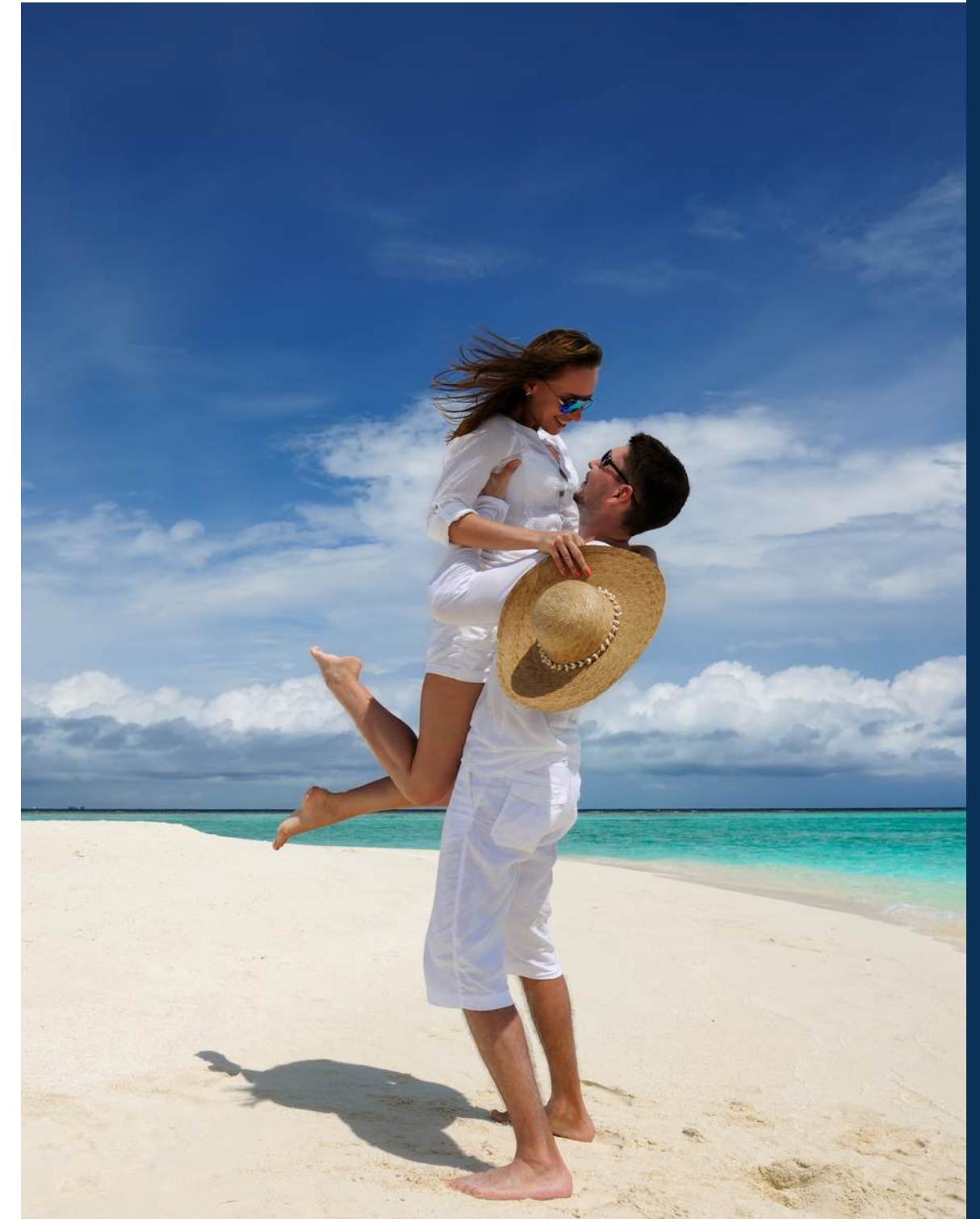


# Be Active and Engaging Online

STEP 4

## LinkedIn Engagement Strategy

- LinkedIn Groups Participation
- Client Success Stories
- LinkedIn Live Events
- Professional Networking
- Professional Content Sharing



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## Facebook Content Strategy

- **Educational Infographics:**

**Format:** Infographic posts explaining legal concepts or processes visually.

**Caption:** "Understanding legal terms made easy! Check out our latest infographic on [legal topic] and empower yourself with knowledge."

- **Legal Blog Posts:**

**Format:** Shared blog post links with engaging captions.

**Caption:** "Explore our latest blog post discussing the importance of [legal topic]. Click the link to dive deeper into the subject!"

- **Video Testimonials:**

**Format:** Video posts featuring client testimonials.

**Caption:** "Hear directly from our clients about their positive experiences working with us. Watch the video testimonials now!"



## Facebook Content Strategy

- **Legal Events Promotion:**

**Format:** Event posts with details about upcoming legal seminars or workshops.

**Caption:** "Join us for an informative legal seminar on [topic]! Register now to secure your spot and gain valuable insights."

- **Legal FAQ Sessions:**

**Format:** Facebook Live sessions addressing common legal questions.

**Caption:** "Got legal questions? Tune in to our live Q&A session this Thursday and get answers from our experienced legal team!"

- **Legal Tips and Tricks:**

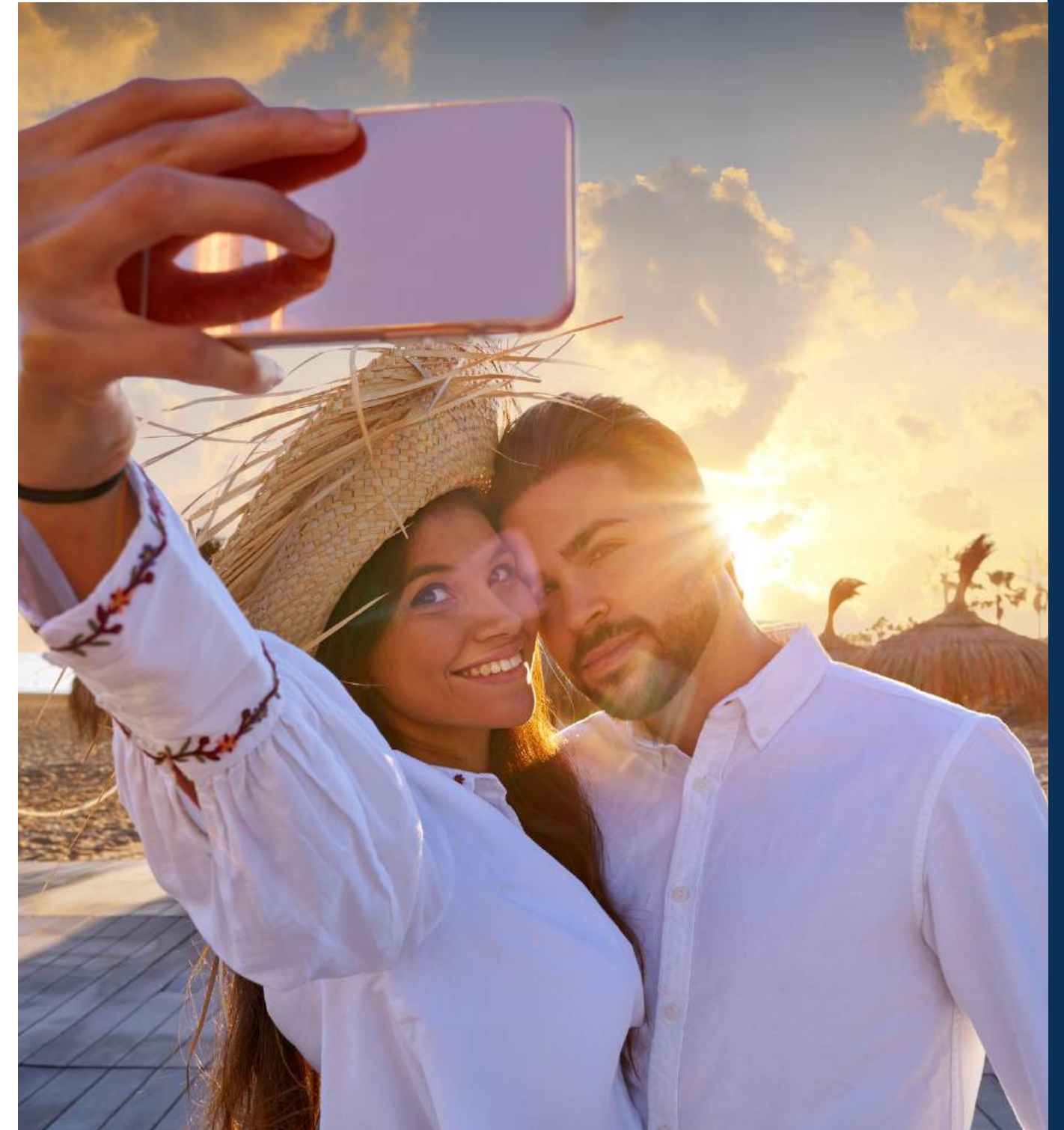
**Format:** Tips and tricks posts offering practical legal advice.

**Caption:** "Learn valuable legal tips and tricks from our experts! Stay tuned for regular updates on how to protect your rights."



### Facebook Engagement Strategy

- Educational Video Series
- Client Testimonial Spotlights
- Legal Advice Columns
- Facebook Live Sessions
- Engagement Posts



### Brand Specific Hashtags

- #TheIndependentLawyer
- #IndependentLegalServices
- #PersonalizedLegalAdvice
- #TrustedLegalExperts
- #LegalCounsel
- #LegalSupport
- #YourLegalSolution
- #ReliableLegalServices
- #LegalConsultancy
- #LegalAdvocates



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## Weekly Content Calendar Sample - Instagram

### Day 1: Legal Thought Leadership

- **Content Format:** Long-form article snippet carousel graphic
- **Caption:** "Dive into the intricacies of contract law with our latest thought leadership article. Learn how to navigate common contractual challenges and protect your business interests. Tap the link in our bio to read the full insights and gain a competitive edge in today's legal landscape."
- **Hashtags:** #LegalInsights #ThoughtLeadership #ContractLaw



# Sample Instagram Calendar

STEP 5

## Weekly Content Calendar Sample - Instagram

### Day 2: Client Testimonial

- **Content Format:** Client testimonial picture
- **Caption:** "Grateful for the kind words from our clients. Your trust and satisfaction inspire us every day. Discover how we've helped businesses like yours achieve legal success. Swipe left to read more testimonials."
- **Hashtags:** #ClientFeedback #TestimonialTuesday #LegalServices



## Weekly Content Calendar Sample - Instagram

### Day 3: Legal Compliance Tips

- **Content Format:** Infographic with compliance tips
- **Caption:** "Stay compliant and protect your business with these essential legal tips. From data privacy to employment laws, ensure your operations are legally sound. Save and share for future reference, and tag a business owner who needs these insights."
- **Hashtags:** #ComplianceTips #LegalAdvice #BusinessProtection



# Sample Instagram Calendar

STEP 5

## Weekly Content Calendar Sample - Instagram

### Day 4: Legal Career Insights

- **Content Format:** Reel video
- **Caption:** "Aspiring legal professionals, here's some valuable career advice to guide your journey in the legal field. From internships to networking, discover key strategies for building a successful legal career. Tag a friend who's pursuing a career in law!"
- **Hashtags:** #LegalCareer #CareerAdvice #LawStudents



## Weekly Content Calendar Sample - Instagram

### Day 5: Case Study Highlight

- **Content Format:** Case study visual with key highlights - mixed carosel with images and videos
- **Caption:** "Explore how we achieved success for our clients in a challenging legal case. From strategic planning to courtroom advocacy, learn about our proven approach and client-centered results. Swipe left to read the full case study."
- **Hashtags:** #CaseStudy #LegalSuccess #ClientResults



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### Key Performance Indicators (KPIs)

- **Follower Growth Rate:** Monitor the monthly increase in followers.
- **Engagement Rate:** Track likes, comments, and shares on posts.
- **Thought Leadership:** Measure the number of mentions and profile views.
- **Content Reach:** Analyze the reach of posts through impressions and shares.
- **Number of Sales:** Keep track of how many sales and repeating customers keep coming back for more.



# Track Your Results

## STEP 6

**What should I continue doing?** Best tracked after 3 months of consistent posting.

<b>Instagram/LinkedIn/Facebook</b>
<b>What's working:</b>
<b>Why is it working:</b>
<b>Action items:</b>



# Track Your Results

## STEP 6

### What should I STOP doing?

<b>Instagram/LinkedIn/Facebook</b>
<b>What is not working:</b>
<b>Why is it not working:</b>
<b>Action items:</b>



# Track Your Results

## STEP 6

### What should I START doing?

<b>Instagram/LinkedIn/Facebook</b>
<b>What can I do:</b>
<b>Why will it work:</b>
<b>Action items:</b>





**Thank You**